ORDER

Orders Order / Rev: 107746 Alt Order #: 06862410 Product Desc: OBAMA FOR AMER SKEDC Estimate: 1904 Flight Dates: 10/16/12 - 10/22/12 Primary AE: Amy McCreary Original Date / Rev; 10/11/12 / 10/30/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region. National Agency Name: GMMB, Inc./ Washington D.C. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar; Broadcast Washington Harbor Billing Cycle EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama for America Demographic: A35+ New Business Thru: Product Codes: PLC01-Democrat Order Separation: 00:05.00 Priority:

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	39	\$19,375.00	\$16,468.75	October 2012	39	\$19.375.00	\$16,468 75	0.00
					Totals	39	\$19,375.00	\$16,468.75	0.00

Advertiser External ID.

Agency External ID:

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total		
KSNV	27%	\$19,375.00		
Market	100%	\$71,759 26		

Revenue Codes:

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KLAS	27%	\$19,375,00		
KLVX	0%	\$0.00		
KSNV-	0%	\$0.00		
KTNV	22%	\$15,787.04		
KTUD	1%	\$717.59		
KVVU	18%	\$12,916.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	5%	\$3,587.96		

L		Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spats	Amount
E	KSNV	10/16/12	10/19/12	Today Show Today Show	CM	658a-9am	~TWTF	:30	4	\$900.001	0.00 NM	4	\$3,600.00
	TODAY			•									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	Week: 10/	15/12	10/21/12	-TWTF	4	\$900.00	0,00		_				

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KSNV

Order / Rev: Alt Order#

Flight Dates

107746

06862410

10/16/12 - 10/22/12

Advertiser:

Obama for America

Product Desc:

OBAMA FOR AMER SKEDC

Estimate.

1904

Ln Ch Start End Break Start/End Time Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount E 2 KSNV 10/16/12 10/19/12 M-F Today Show II 3rd H@M 9-10a -TWTF :30 \$425,001 0.00 NM \$1,700.00 M-F Today Show II **TODAY 2** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -TWTF--\$425.00 0.00 E 3 KSNV 10/22/12 10/22/12 M-F Today Show II 3rd HBM 9-10a M-:30 \$425.001 0.00 NM \$425 00 M-F Today Show II TODAY 2 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$425.00 0.00 E 4 KSNV 10/22/12 10/22/12 M-E Today Show III 4th IBM 10am-11am :30 \$325.001 0.00 NM 1 \$325.00 Today 4th Hour TODAY 3 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$325.00 0.00 E 5 KSNV 10/16/12 10/19/12 M-F Today Show III 4th IBM 10am-11am -TWTF--:30 \$325.001 0.00 NM \$1,300.00 Today 4th Hour TODAY 3 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 -TWTE-10/21/12 \$325.00 0.00 E 6 KSNV 10/16/12 10/19/12 Rachael Ray CM 11am-12pm -TWTF--:30 \$325,001 0.00 NM 3 \$975.00 Rachael Ray RR Start Date End Date Weekdays Spots/Week Rate Rating Week, 10/15/12 10/21/12 -TWTF--\$325.00 0.00 Spot Ch Date Range <u>Description</u> Start/End Time Weekdays <u>Length</u> Rate Rtg Type 3 KSNV 10/15/12-10/21/12 Rechael Ray 11am-12pm -TWThF---:30 (\$325.00) 0.00 NM Unresolved [NEWS INTERUPT - BIDEN IN TOWN] E 7 KSNV 10/22/12 10/22/12 Rachael Ray CM 11am-12pm M-----:30 \$325.001 0.00 NM \$325 00 Rachael Ray RR Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$325.00 0.00 E 8 KSNV 10/22/12 10/22/12 Noon News CM 12-1230pm M----:30 \$425.001 0.00 NM \$425.00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$425.00 0.00 E 9 KSNV 10/16/12 10/19/12 Noon News 12-1230pm 30 -TWTF--\$425.001 4 0 00 NM \$1,700.00 Noon News **NEWS** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/15/12 10/21/12 -TWTF--\$425.00 0.00 E 10 KSNV 10/16/12 10/19/12 Days of our Lives CM 1258p-2pm -TWTF--:30 \$425.001 0.00 NM \$1,700.00 Days of our Lives DAYS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 TWTF--\$425.00 0.00 E 11 KSNV 10/22/12 10/22/12 Days of our Lives CM 1258p-2pm M-----;30 \$425.001 0.00 NM \$425.00 Days of our Lives DAYS Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/22/12 10/28/12 \$425.00 0.00 E 12 KSNV 10/22/12 10/22/12 The Doctors CM 2pm-3pm M-----:30 \$325.001 0.00 NM \$325 00 The Doctors DRS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$325.00 0.00 E 13 KSNV 10/16/12 10/19/12 The Doctors CM 2pm-3pm :30 -TWTF--\$325.001 0.00 NM \$1,300.00 The Doctors

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K\$NV

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10/16/12 - 10/22/12

Advertiser:

Obama for America

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Estimate:

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Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount DRS Start Date Eng Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/15/12 10/21/12 -TWTF--\$325,00 0.00 E 14 KSNV 10/16/12 10/19/12 Dr. Phil CM 3-4p -TWTF--:30 \$450.001 0.00 NM \$1,800.00 Dr Phil PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -TWTF--\$450.00 0.00 E 15 KSNV 10/22/12 10/22/12 Dr. Phil CM 3-4p M----:30 \$450 001 0.00 NM \$450 00 Dr Phil PHIL Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week. 10/22/12 10/28/12 \$450.00 0.00 E 16 KSNV 10/19/12 10/19/12 Fri PR 9-10p CM ----F--9-10pm ,30 1 \$2,600.001 0.00 NM \$2,600 00 Friday Prime 9-10pm **GRIMM** Start Date Spots/Week End Date Weekdays Rate Rating Week: 10/15/12 10/21/12 ---F--1 \$2,600.00 0.00 Totals \$19,375.00 39